

Message Text

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44

ACTION EUR-12

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R 281013Z FEB 75
FM AMCONSUL FRANKFURT
TO SECSTATE WASHDC 9447
USDOC WASHDC
INFO AMEMBASSY BONN
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL HAMBURG
AMCONSUL MUNICH
:AMCONSUL STUTTGART 554

UNCLAS FRANKFURT 1364

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJ: SPECIAL TRADE OPPORTUNITY AND BUSINESS VISITOR TO UNITED
STATES: FERRERO GMBH

1. MR. R. GRUENWALD, PURCHASING MANAGER, FERRERO GMBH, ONE OF EUROPE'S LARGEST CANDY MANUFACTURERS (WTDR UNDER PREPARATION), WILL VISIT THE LOS ANGELES AREA MARCH 14 AND NEW YORK CITY MARCH 16 AND 17 TO LOCATE U.S. SOURCES OF SUPPLY FOR TOYS, BADGES, AND OTHER NOVELTIES TO BE INCLUDED IN BARREL-SHAPED PACKAGES CONTAINING MIXTURES OF CANDIES AND NOVELTIES.

2. SPECIFICALLY, THESE NOVELTY ITEMS MUST BE GEARED TO INTERESTS OF CHILDREN 3 TO 12 YEARS OF AGE, AND CAN BE ANY THEME WITH THE EXCEPTION OF MILITARY, WAR, OR WEAPONS. MATERIALS MAY BE OF ALMOST ANY MATERIAL SUCH AS PLASTIC, METAL, OR WOOD, BUT MUST BE NON-TOXIC, ODORLESS, AND SAFE FOR MIXING AMONG CANDIES. TWO SIZES OF CONTAINERS WILL BE USED FOR PACKAGING THESE NOVELTIES, 27 MILLIMETERS INTERNAL DIAMETER BY 37 MILLIMETERS INTERNAL LENGTH AND 65 MILLIMETERS INTERNAL DIAMETER BY 115 MILLIMETERS INTERNAL LENGTH. PURCHASES WILL TOTAL 10,000 TO 1 MILLION UNITS EACH TYPE NOVELTY SELECTED.

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3. HOWEVER, MR GRUENWALD REQUIRES ITINERY VISITS TO APPROPRIATE
U.S. SUPPLIERS IN BOTH NEW YORK AND LOS ANGELES, ACCORDINGLY,
REQUEST COMMERCE HAVE FILED OFFICES LINE UP APPROPRIATE
APPOINTMENTS FOR MR. GRUENWALD, AND CONFIRM TO POST BY MARCH 5.
THAT MR. GRUENWALD WILL BE ASSISTED BY FIELD OFFICES UPON HIS
ARRIVAL TO CALL UPON APPROPRIATE U.S. FIRMS. A TELEGRAPHIC
LISTING OF THESE FIRMS WOULD ALSO BE APPRECIATED.
HARLAN

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